

CONNECTING WITH WIC MOMS ONLINE



BARBARA LONGO, MS, RD
Deputy Division Chief
Nutrition & Local Program Services
California WIC Program

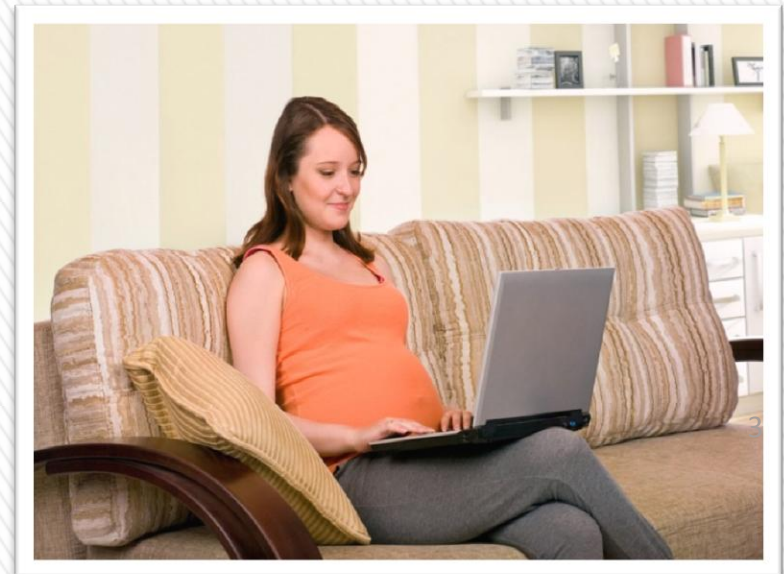


Overview

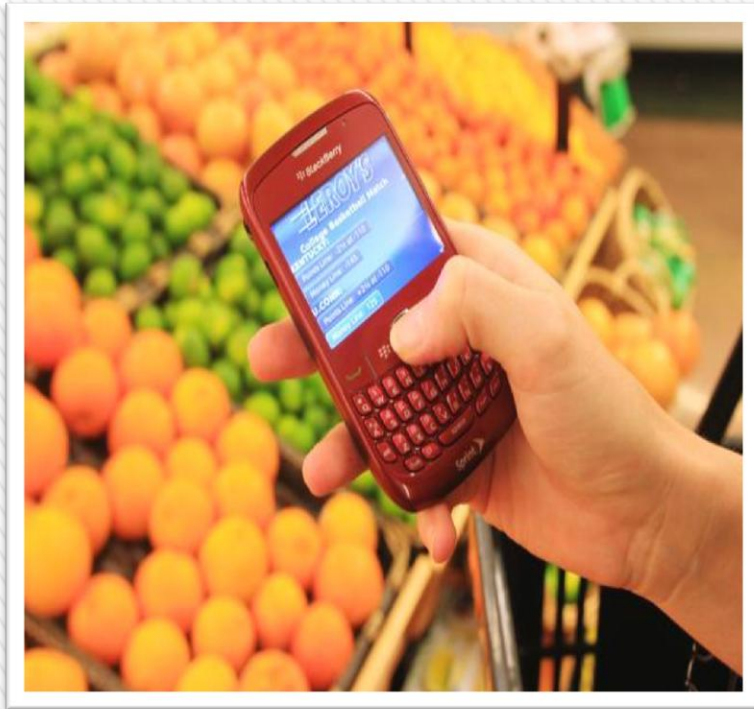
- » **USDA Western Region WIC Electronic Technology (ET) Project**
- » **What online applications are WIC moms using today?**
- » **What online WIC services are WIC moms requesting?**
- » **What are WIC mom's expectations for social networking with WIC programs?**
- » **Next steps**

ET Project Goal

**To discover new ways to serve
WIC moms & guide us towards
online options**



ET Project Research Methodology



- » **WIC participant online survey**
 - > Conducted throughout the WR

- » **WIC participant focus groups**
 - Early adopters
 - > 1 Spanish and 3 English in California
 - Online
 - > 1 English in Guam
 - > 1 English in Alaska
 - Additional
 - > 1 Spanish and 2 English in Washington
 - > 2 English in Oregon
 - > 2 English in Hawaii
 - > 1 English in Inter Tribal Council of Arizona
 - > 1 Spanish in Arizona

- » **Future WIC families**
 - > 1 English in Arizona
 - > 1 Spanish in Arizona

ET Project Online Survey

8144 WIC Participants

7504 in English

640 in Spanish

366 (4.6%) 15-19 y/o

5029 (63.9%) 20-31 y/o
Millennial generation

2479 (31.5%) 32+ y/o

	English	Spanish
Alaska	102	0
American Samoa	25	0
Arizona	217	29
California	5551	557
Guam	38	1
Hawaii	139	0
Idaho	45	0
Inter Tribal Council of Arizona	26	2
Inter-Tribal Council of Nevada	4	0
Commonwealth of the Northern Mariana Islands	51	0
Navajo Nation	5	0
Nevada	163	13
Oregon	824	26
Washington	317	11

Actual survey completed not weighted

WIC mom's age is a factor online

- » Older WIC moms use the computer more when accessing the Internet.
- » Millennial WIC moms are more likely to use a cell phone when accessing the Internet.
- » Facebook use by age group:
 - Millennial generation 83%
 - Younger age group 82%
 - Older age group 77%



Do WIC mom's own cell phones?

92.5 % own cell phones

79% own cell phones with
unlimited texting

54.6% own cell phones with
unlimited data plans

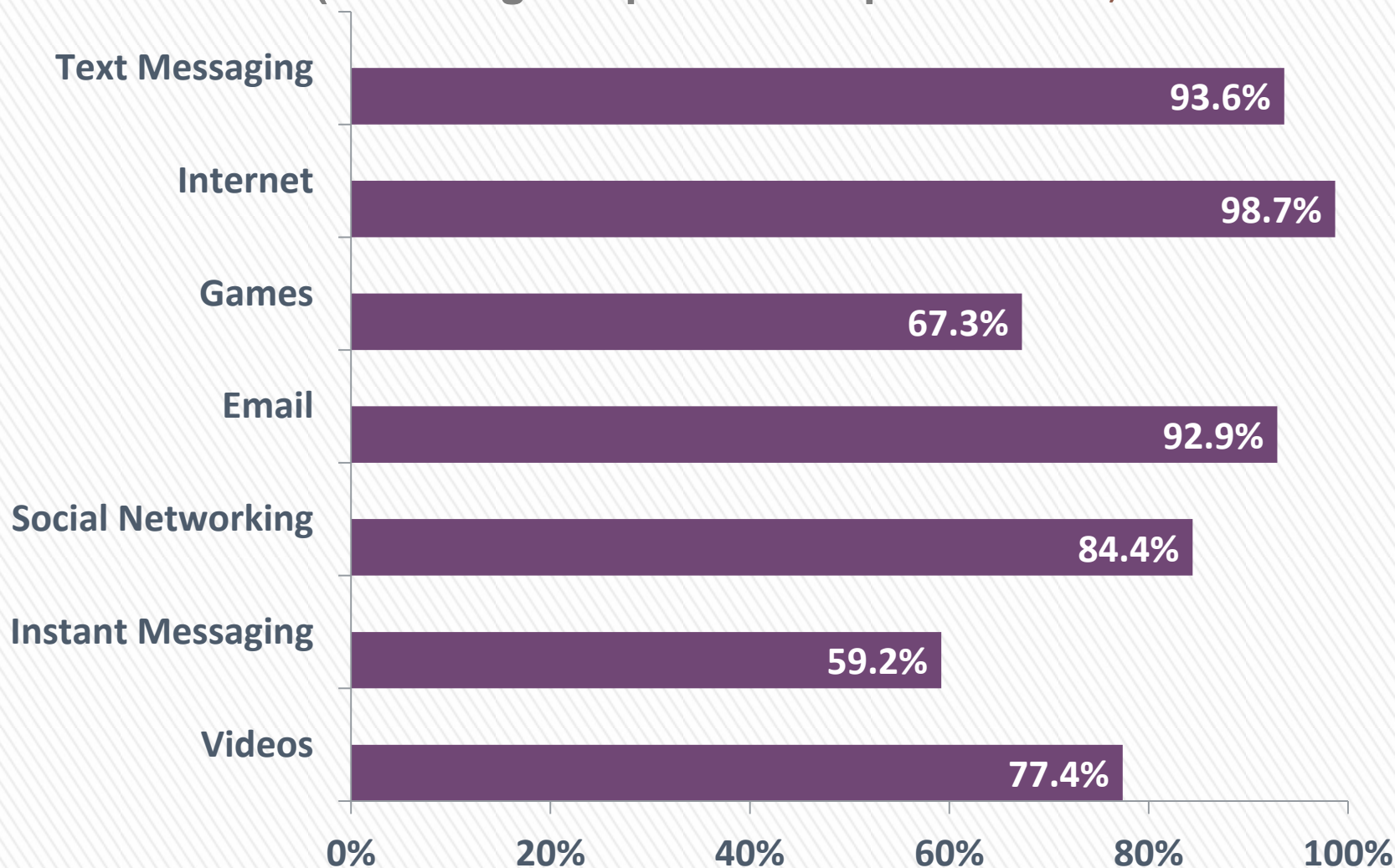
18% own cell phones with limited
data plans (estimate)

26.9% own a basic cell phone
without a data plan

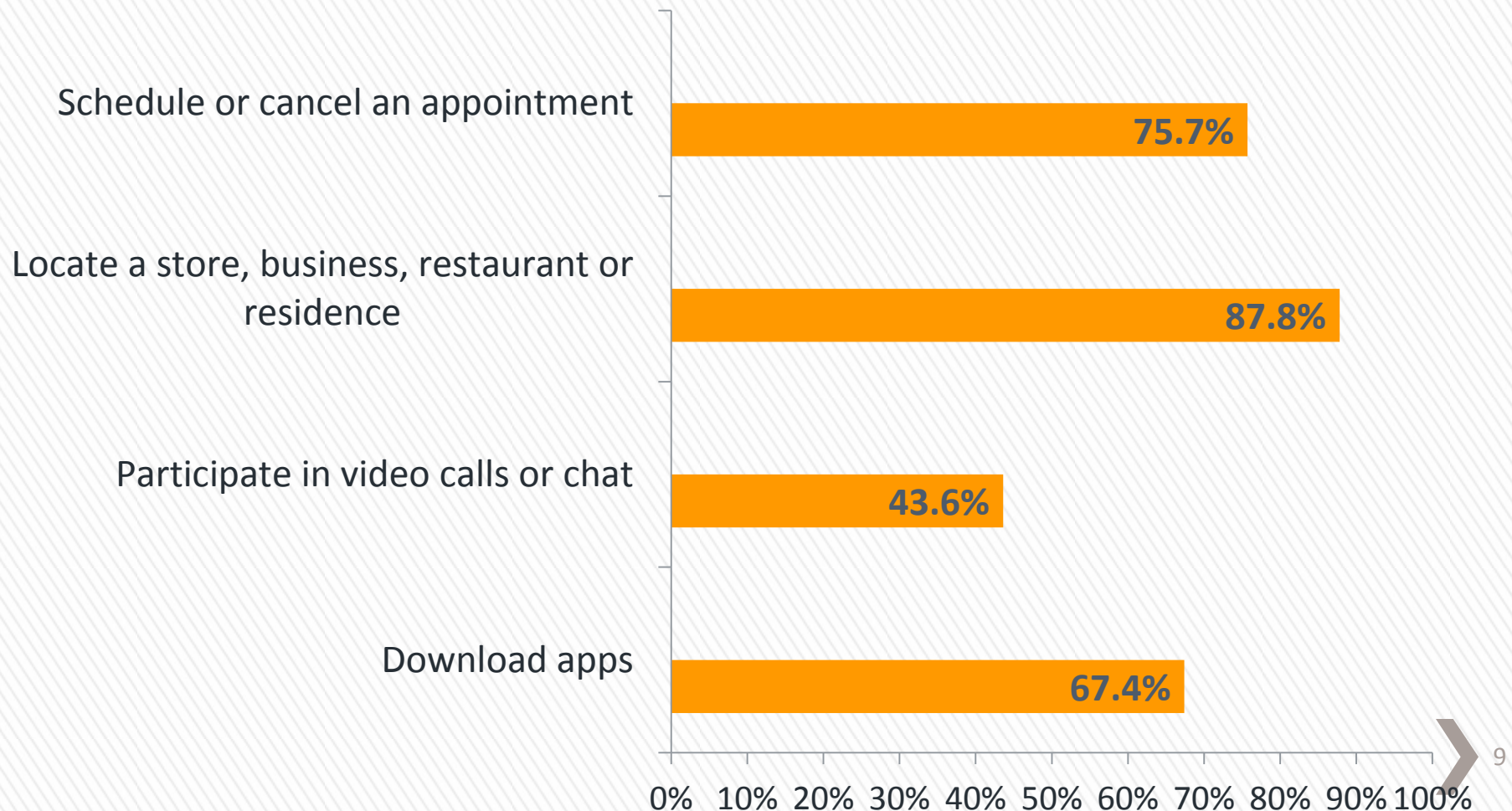


What online tools are WIC moms using today?

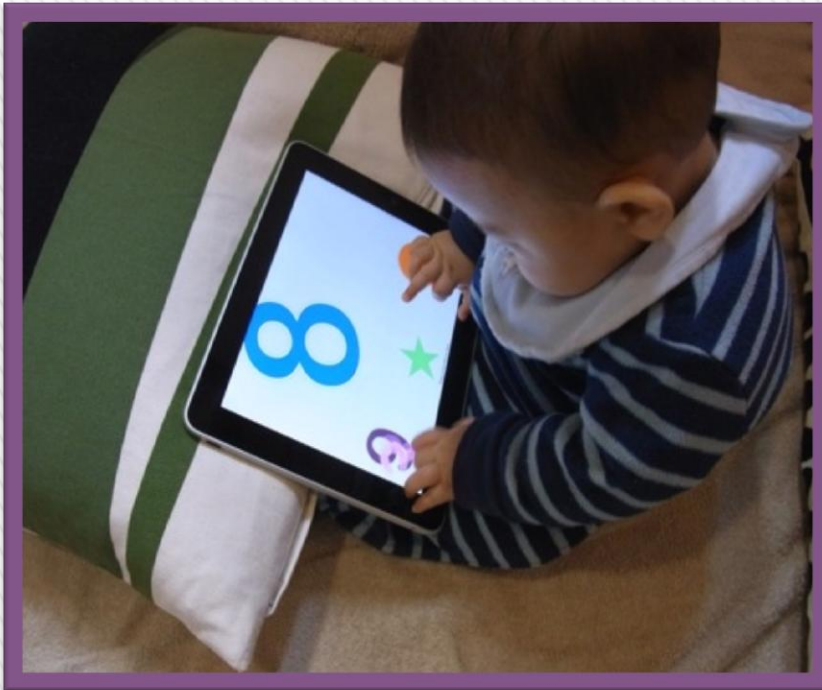
Percentage of WIC Participants using online tools
(including cell phone/computer/tablet)



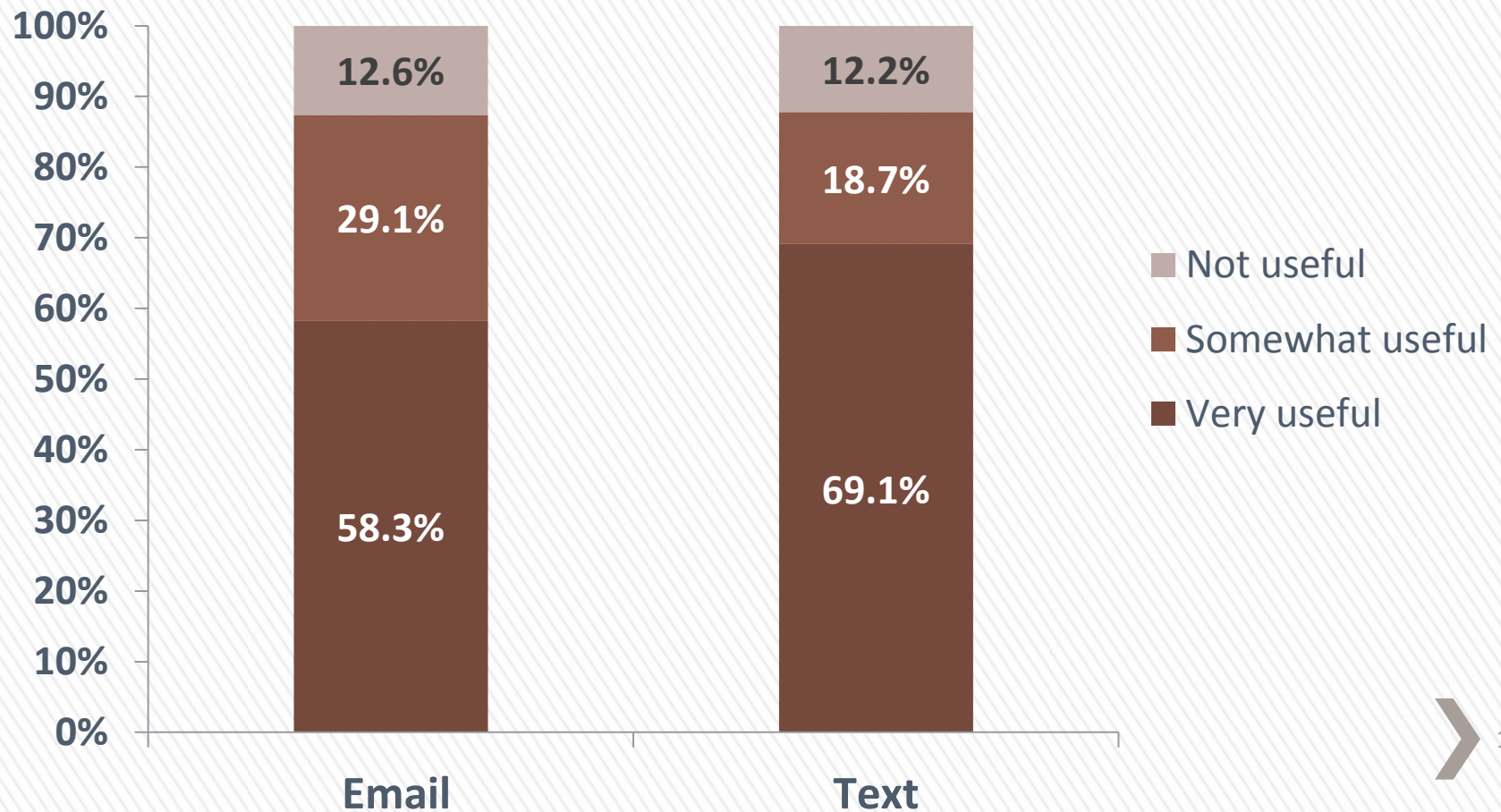
Percentage of WIC participants that do currently use the internet to...



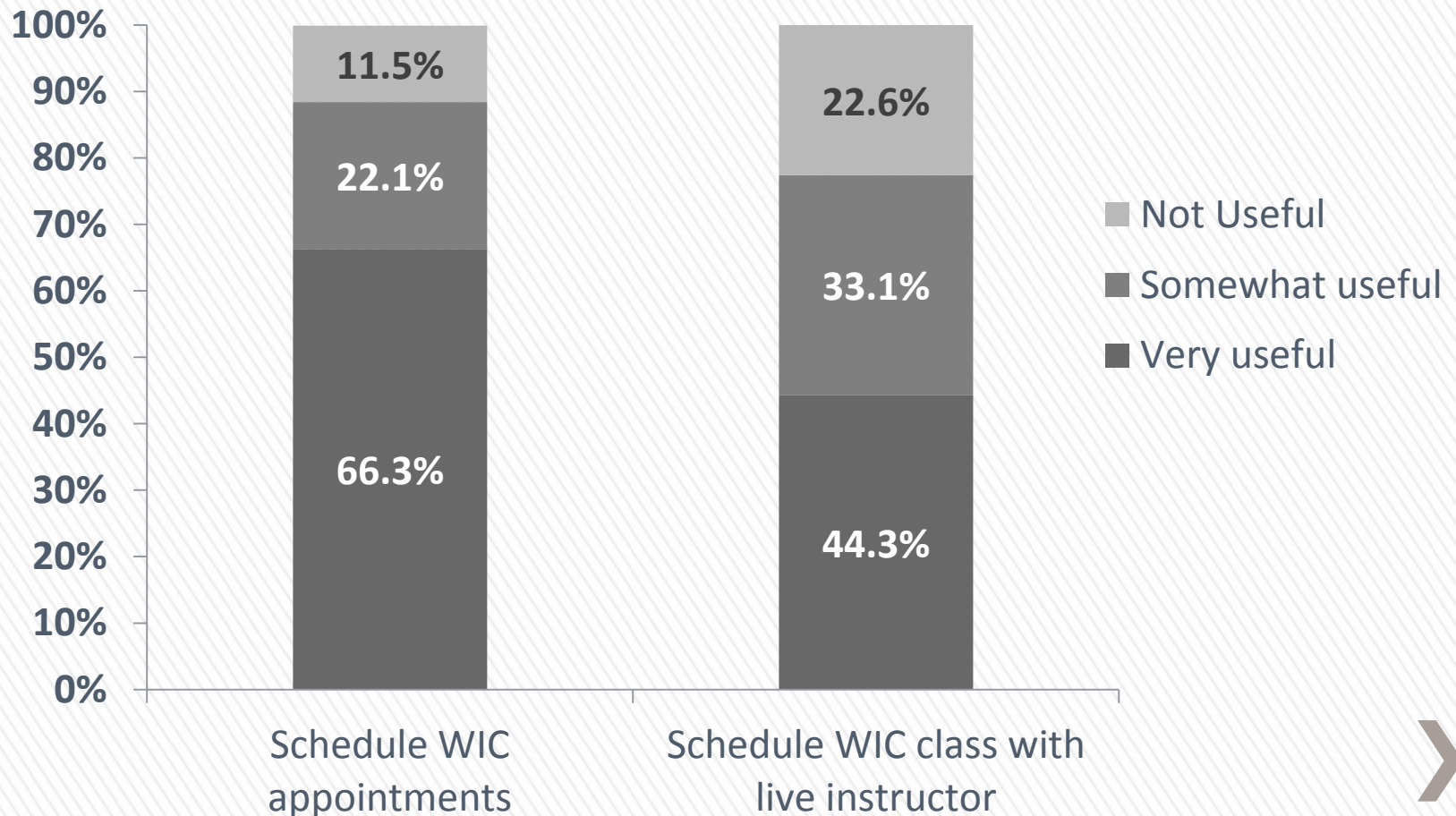
What online WIC services are WIC moms requesting?



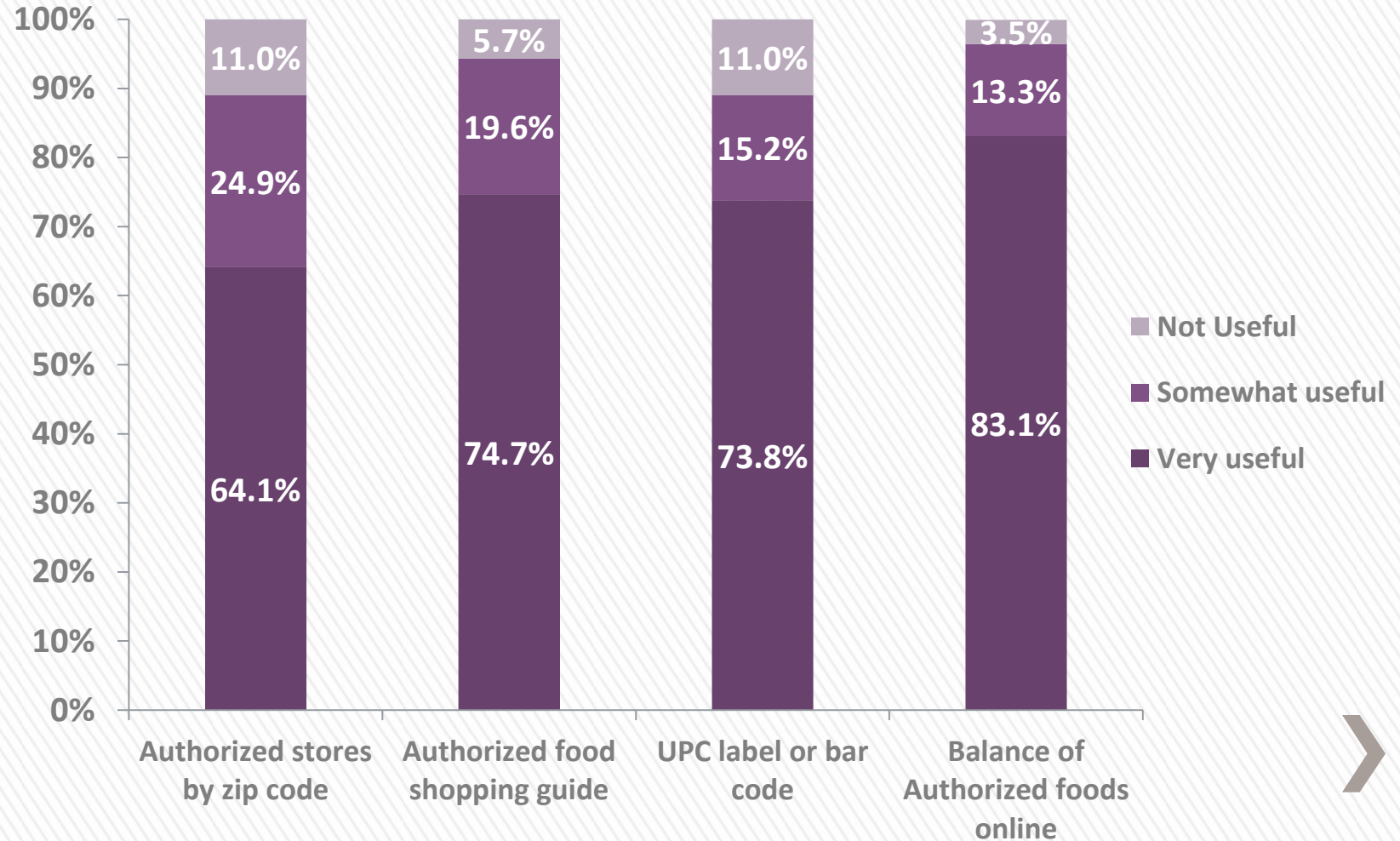
HOW USEFUL WOULD IT BE TO RECEIVE WIC APPOINTMENTS REMINDERS VIA...???

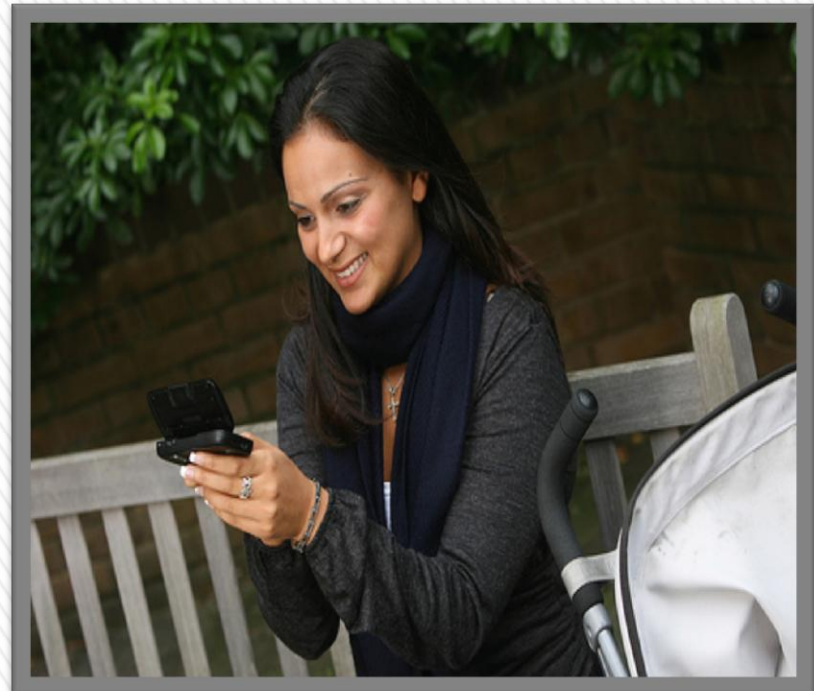


HOW USEFUL WOULD IT BE ONLINE TO...?



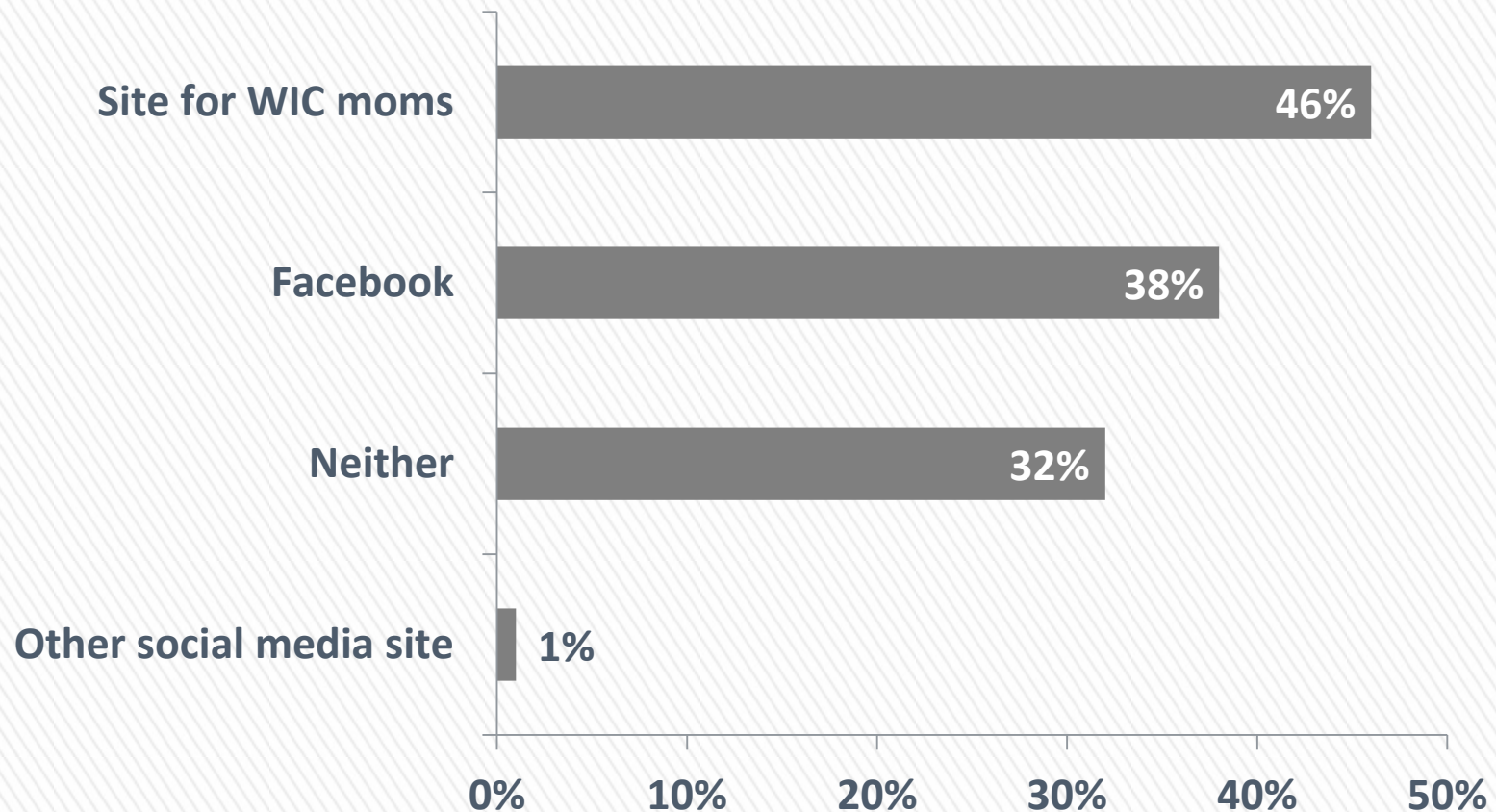
HOW USEFUL WOULD IT BE TO ACCESS...?





What are WIC mom's expectations for social networking with WIC?

WIC moms' social media preferences to communicate with other WIC parents?



What are WIC moms comments about the benefits of Facebook?

- » Keeping in touch and staying up-to-date with family & friends
- » Sharing pictures with family and friends
- » Staying connected with family and friends that live far way
- » Inviting family and friends to events



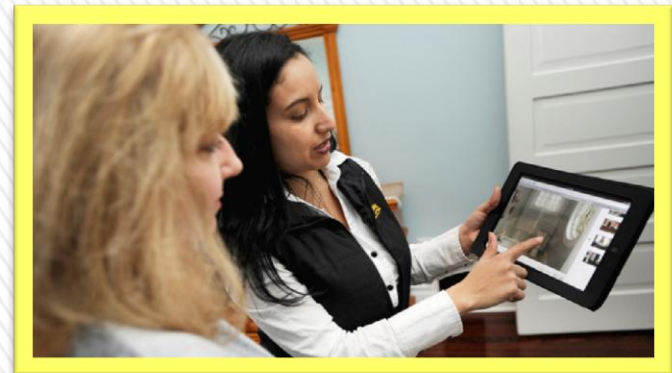
What are WIC moms comments about the potential barriers of Facebook?

Conflict with others due to miscommunication and “drama”

Rarely join any Facebook groups other than to join family, parents or college-related groups

Lack of face-to-face contact

Concerns about privacy



“Liking” a business adds too much clutter to news feed

Possible risk of personal information being released by Facebook employees and hackers

What do WIC moms say about a WIC Facebook page?

Benefits

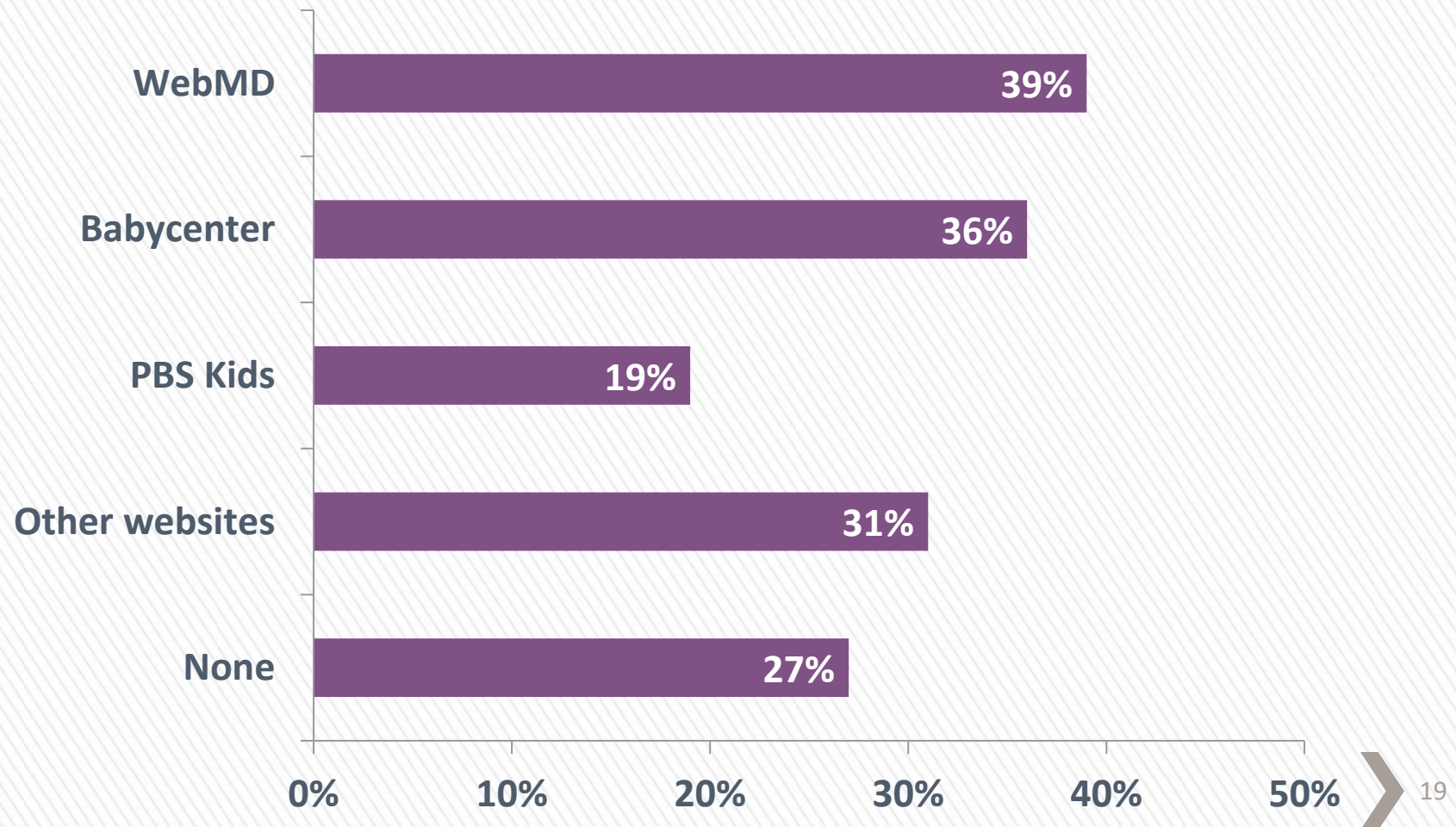
- » Educate the public about WIC
- » Great outreach tool
- » Access to WIC services & information including after hours

Potential barriers

- » Do not want family & friends to know that I am on WIC
- » Prefer to keep communication confidential, like text and email
- » Some WIC moms may not access the Internet



Websites used for health & parenting information

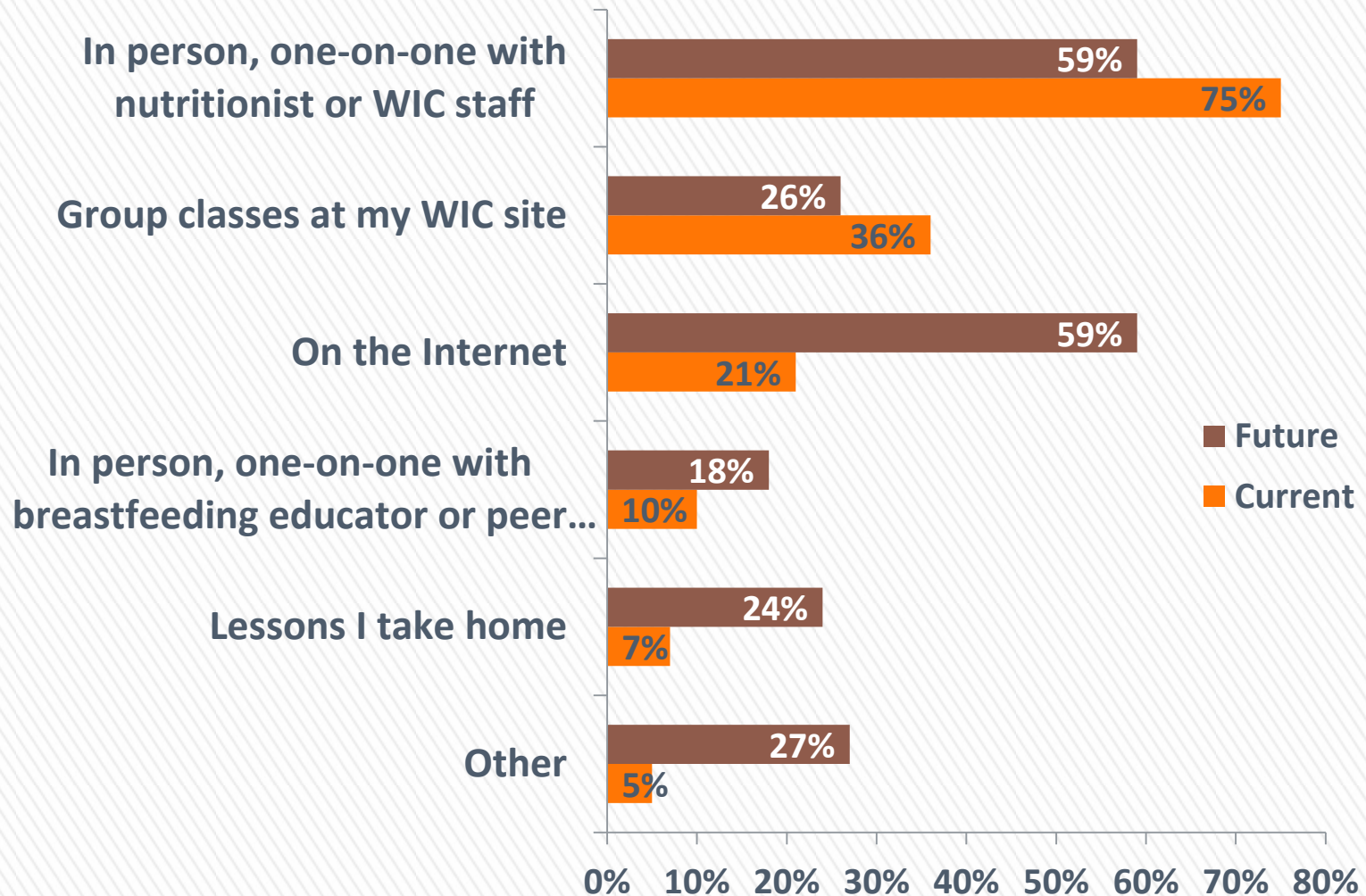


What WIC moms say about seeking health & parenting information online

- » WebMD, BabyCenter, and Google are the most popular websites
- » Identify WIC as a credible source for information
- » 91% surveyed request access to WIC frequently asked questions (FAQs)
- » Trust WIC to teach them how to use the online tools



WIC participants' expectations for future services compared to current services

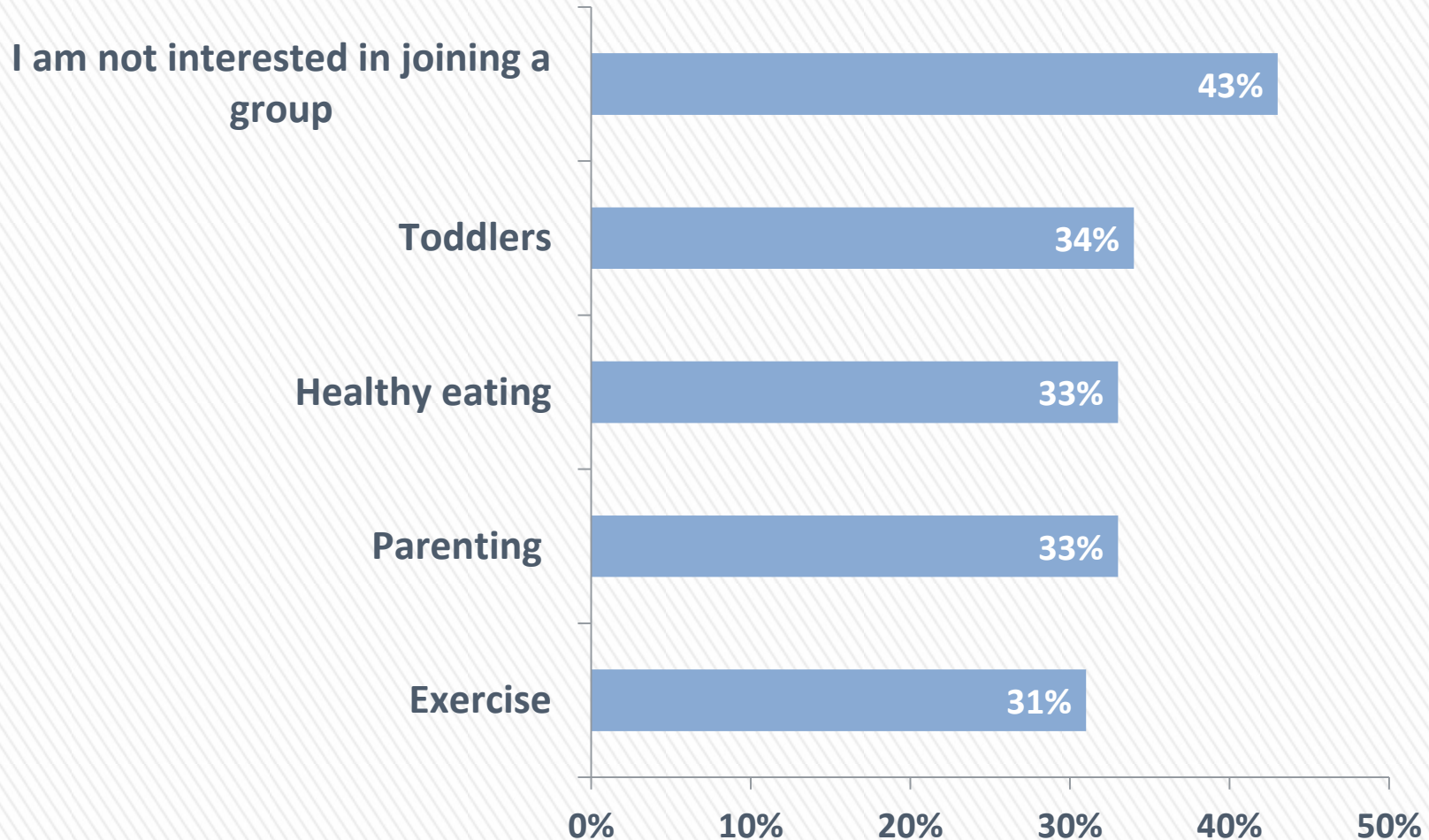


What WIC moms say about online nutrition education & breastfeeding support

- » WIC moms with video chat experience see it as a great option to receive nutrition education & breastfeeding support
- » Many prefer to meet the WIC staff in-person before chatting via video
- » Pregnant, breastfeeding and moms with infants indicate a video chat option with a breastfeeding educator is “very useful.”

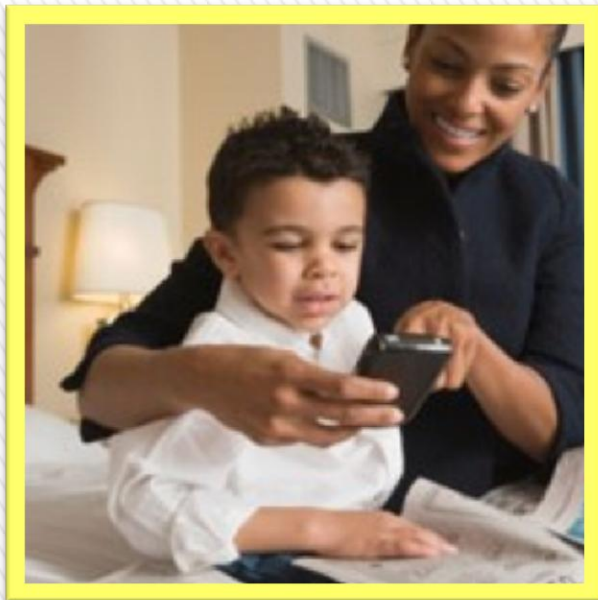


WIC moms interested in joining a virtual or online group by topics



Online groups based on WIC participant status

70% of WIC moms in the survey want to participate in a chat room with other WIC parents



Topics of interest for online groups vary by parental category: pregnant, breastfeeding, and age of child

WIC participants are interested in online services

- » WIC moms want to learn and use WIC online services
- » WIC moms expect WIC to offer online services in the following areas:
 - > Shopping experience
 - > Communication with WIC agency
 - > Nutrition education resources
 - > Social networking and support



“... [cell phone] is really useful and I think it is vital like a car, these things are not luxury but necessity.”
– WIC mom

WIC moms' online WIC service priorities*

Shopping experience

- Balance of WIC foods **96%**
- Guide of authorized foods **94%**
- Scan bar code to WIC foods **89%**
- Locate authorized store **89%**



Communication with WIC local agency

- Schedule WIC appointments online **88%**
- Receive appointment reminders via text message **88%**
- Receive appointment reminders via email message **87%**

* Combined very useful & somewhat useful from questions in online survey

WIC moms' online WIC service priorities*

Nutrition education resources

Read answers to questions 91%

Access recipes & cooking demo videos 91%

Receive nutrition education via email 89%

Receive nutritional education via text message 88%

Text questions to nutritionist or breastfeeding counselor 81%

Access breastfeeding videos 71%



WIC moms' online WIC service priorities*

Social networking and support

Attend a WIC class with live instructor **77%**

Attend a video chat with nutritionist **77%**

Attend a video chat with other WIC staff **75%**

Attend a video chat with a breastfeeding educator **61%**

WIC Social media site to communicate with other WIC parents **46% ****

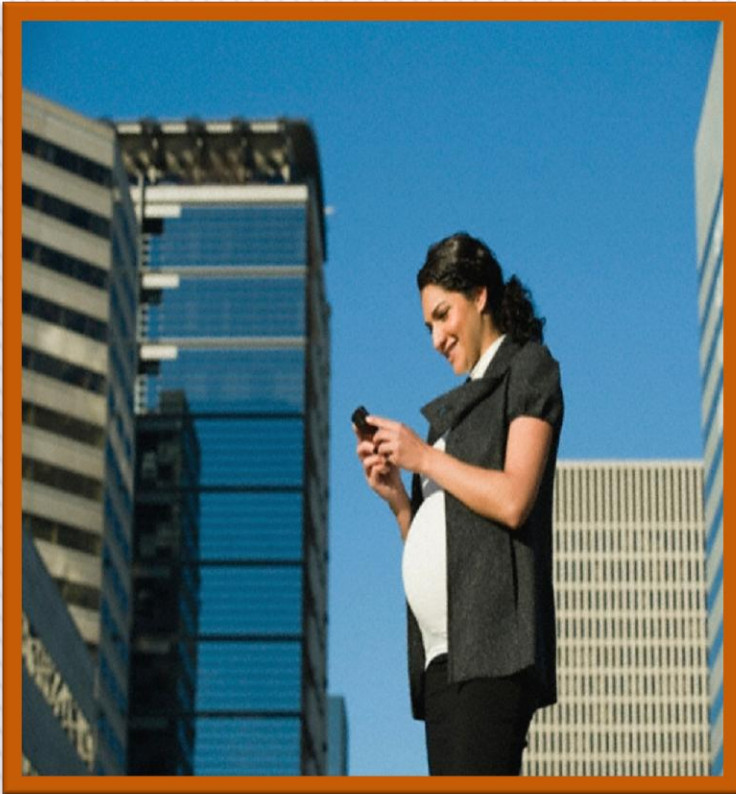
WIC Facebook to communicate with other WIC parents **38% ****



* Combined very useful & somewhat useful from questions in online survey

** The percentages are from the following question: What type of social media would you like to use to communicate with other WIC parents...?

Options



- » Some of the online WIC services may be offered only through website platforms via computer and/or smart phones
- » Many of the social networking options may be offered through website platforms or Facebook
- » Important that WIC offer multiple options to deliver WIC services

Next Steps

- **Identify which of the online tools and services your WIC program offers today**
- **Identify which of the online tools, services and platforms your WIC program plans to implement in the future**
- **Identify the barriers to implementation**
- **Identify what is required to overcome the barriers**

What are your questions?

For more information contact:

Barbara Longo at Barbara.Longo@cdph.ca.gov

**Claudia Desmangles at
Claudia.Desmangles@cdph.ca.gov or 916-928-8640**



Thank You California

Coordinating the focus group sites:

- Angela Hammond-Damon, WIC Program, Watts Healthcare Corporation
- Gloria Pecina, WIC Program, United Health Centers of the San Joaquin Valley, INC

Field testing the online survey:

- Brent Walker, WIC Program, Fresno County Economic Opportunities Commission
- Peggy Redfern, WIC Program, Tulare Health and Human Services Agency

California Department of Public Health WIC Program team:

Annalisa Sherman	Antione Stovall	Charlene Manning	Christian Lazo
David Barber	Iris Iristay	Jackie Boyle	Jeffrey Johnson
Jenny Donaldson	Jo Ann Vasquez	Michelle Wilkins	Pat Gradziel
Paula Etcheberry	Ron Ulmer	Ruth Caldwell	Valerie Haack

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Consultants:

Robert Bensley and Rebecca Rivas, Western Michigan University
Linnea Sallack and Diane Phillips, Altarum Institute
Karissa D. Horton and Jennifer Loyo, Limetree Research LLC
Amanda Hovis, Amanda Hovis & Company, LLC

ET Project Contract and Project Managers:

Claudia Desmangles and Barbara Longo, California WIC Program
Brandy Warwick-Thier, Inter-Tribal Council of Arizona WIC

USDA Western Region WIC Electronic Technologies Project Advisory Group:

Carrie Pfab, Arizona	La Rue Medina, Navajo Nation
Cathy Franklin, Washington	Lissa Ong, USDA WR WIC
Crisiti Litzsinger, Idaho	Lorilyn Salamanca, Hawaii
Dana Kent, Alaska	Melanie Murakami, Hawaii
Elaine Nisonger, Alaska	Michelle Walker, Nevada
Emily Waddopus, Idaho	Jonathan Philbrook, Washington
Fatima Hoger, Alaska	Erin Angela Camacho, Commonwealth of Northern Marianna Islands
George McNeil, Nevada	Sara Sloan, Oregon
Heidi Helsley, Washington	Scott Theener, Idaho
Robert Hunter, Washington	Sonnet Chakmakian, Nevada
Kay Klumpyan, Nevada	Stephen Weiss, Guam
Kathleen Wayne, Alaska	

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